

**LAWSON & WEITZEN, LLP**

Attorneys at Law  
88 Black Falcon Avenue, Suite 345  
Boston, MA 02111  
(617) 439-4990  
Facsimile: (617) 439-3987

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**FACSIMILE TRANSMITTAL SHEET**

**DATE:** November 1, 2007

**TO:** U.S. Patent and Trademark Office

**FAX#:** (571) 273-8300

**FROM:** Sonia K. Guterman  
Reg. No. 44,729

**RE:** U.S. Patent Application Serial Number 09/484,730

Titled: Method and apparatus for selecting and displaying.....

Inventors: Bartfeld

Docket no.: 18481-002 (new) 2000-001 (old)

**TOTAL NUMBER OF PAGES INCLUDING COVER PAGE:** 4

**COMMENTS OR INSTRUCTIONS:**

Attached please find a Revocation of Previous Powers of Attorney and Appointment of New Power of Attorney regarding the above pending patent application. Please do not hesitate to contact us if you have any questions.

Respectfully submitted,

Sonia K. Guterman

This transmittal is intended only for the use of the individual or entity to which it is addressed, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this transmittal is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone, and return the original message to us at the above address via U.S. Postal Service. Thank you.

09/484,730  
Revocation and New Power of Attorney  
Facsimile No.: (571) 273-8300  
Date of Facsimile: August 6, 2007

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Bartfeld Docket No.: 18481-002 (new); 2000-001 (old)  
Serial Number: 09/484,730 Examiners: Brown, Rueben  
Filing Date: January 18, 2000 Art Unit: 2611  
Title: Method and apparatus for selecting and displaying multi-media messages

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The undersigned, EYAL BARTFELD, the owner of the entire right, title, and interest in the above above-identified patent application, Serial No. 09/484,730 filed January 18, 2000, hereby revokes any and all former powers of attorney with respect to that application heretofore granted, and appoints the below listed attorneys with full power of substitution and revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith:

Attorney:	Registration No.:
Sonia K. Guterman	44,729
Adam M. Schoen	58,576

of Lawson & Weitzen, LLP, 88 Black Falcon Avenue, Suite 345, Boston, Massachusetts, 02210-2414, Customer No. 48425, as Applicant's attorneys with full power of substitution and revocation to take any and all action necessary with regard to the above-identified application.

09/484,730  
Revocation and New Power of Attorney  
Facsimile No.: (571) 273-8300

Please address all telephone calls to: Sonia K. Guterman, at telephone number  
617-439-4990. Please forward all correspondence to:

Sonia K. Guterman, Esq.  
Lawson & Weitzen, LLP  
88 Black Falcon Avenue, Suite 345  
Boston, Massachusetts  
02210-2414

Respectfully submitted,

  
EYAL BARTFELD

Date: 10/22/07

PLEASE ASSIGN PTO CUSTOMER NUMBER 48425 TO THIS APPLICATION

09/928,741  
Revocation and New Power of Attorney  
Facsimile No.: (571) 273-8300

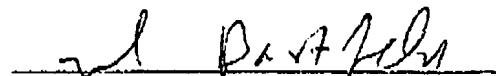
Certification Under 37 C.F.R. §3.73(b)

I the undersigned EYAL BARTFELD certify that I am the owner of the entire right, title and interest in the patent application identified above.

I has reviewed all the documents in the chain of title of the patent application identified above and, to the best of my knowledge and belief, title is in the owner identified above.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of this application or any patent issued thereon.

Respectfully submitted,

  
\_\_\_\_\_  
EYAL BARTFELD

Date: 10/21/07